

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s) : Isaac Bentolila et al.
Serial No. : 10/043,714
Filed : January 9, 2002
Title : **SYSTEM, METHOD, AND SOFTWARE APPLICATION
FOR TARGETED ADVERTISING VIA BEHAVIORAL MODEL
CLUSTERING, AND PREFERENCE PROGRAMMING BASED
ON BEHAVIORAL MODEL CLUSTER**
Examiner: Hoang Vu A. Nguyen Ba
Art Unit: 2421

AMENDMENT TO THE SPECIFICATION UNDER 37 C.F.R. 1.121

**Mail Stop Issue Fee
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450**

Dear Sir:

In response to the Notice to File Corrected Application Papers mailed on December 21, 2010, Applicants are submitting the following amendment to the specification. No fee is owed in connection with this amendment. If such a fee is owed, please charge Deposit Account 07-0832.

Amendments to the Specification begin on page **2** of this paper.

Remarks begin on page **4** of this paper.